

A DISCOURSE ANALYSIS OF DUREX ADVERTISEMENTS

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Abstract

This research is aimed at identifying the types of linguistic features employed in Durex advertisements, revealing the advertising contexts of Durex advertising, and describing the communicative functions of Durex advertisements. This research applied a combination of qualitative and quantitative method. The data of this research were taken from Durex advertisements. The data were in the form of words, phrases, clauses, and sentences. The contexts of the data were the texts of Durex advertisements. Content analysis was applied in the analysis of data. Triangulation was used to establish the reliability of data and to ensure the findings. Hence, it can enhance trustworthiness. The results of this research are as follows. First, there are eight types of linguistic feature namely, alliteration, assonance, rhyme, statement, command, ellipsis, parallelism and pronoun employed in Durex advertisements. Ellipsis is the most often occurring type. It implies that Durex wants to provide the information of their product briefly. Moreover, ellipsis makes the sentence short and concise. Complex sentences might confuse the readers to catch the main point of the advertisement. Therefore, ellipsis becomes an effective way of getting messages across the audience. Second, each category of advertising contexts can be identified in Durex advertisements. Contexts help the audience to interpret the meaning of advertisements. Third, Durex advertisements fulfill the four general communicative functions of advertisement. It implies that all forms of advertising deliver messages to consumers. Advertising allows people to know the new product, to make impression on consumer' mind, to maintain positive attitudes toward the brand, to form a strong motivation to take an action, and to establish a strong brand loyalty for repeated purchases.

Keywords: *communicative function of advertisement, Durex.*

INTRODUCTION

Language considers to be an important part of what defines humans as human. The function of language itself refers to the purposes in which people use language to communicate. One of the functions of language is to persuade.

Advertising is one of the most prevalent forms of persuasion in contemporary American society and around the world (Simons, 2001: 275). A successful advertising requires effective

communication. It means that the choice of language is important in advertising. If the advertisers do not know the language of their consumers, the advertisement that they produce will not reach them. In other words, the advertisement fails in communicating the messages and the images to their consumers.

Condoms are one of the most discussed products of the late 20th and early 21st century (Sofalvi, 2008). Since the *National Association of Broadcasters* repealed its ban on the broadcast of contraceptive ad in 1982,

the major networks are reluctant to accept condom ad because of the sensitive nature of the product. On the contrary, those who support contraceptive ad think that this kind of ad is important. It is proved by the increasing of number of sexually transmitted infection.

The researcher is interested in *Durex* advertisements. Durex has a unique language style in promoting its products. Smale (2010) says Durex brand has been on the forefront of condom technology and has consistently made huge strides in safer sex products and technologies for over 80 years. In addition, according to Herron (2011), *Durex* has set a total proposed budget of \$6.113.903 to advertise their product. It proves that advertising is intentionally produced not only to increase sale, but also proclaim such propaganda. Thus, advertising is more than kind of communication.

This research has three objectives: (1) to identify the types of linguistic features employed in the *Durex* advertisements, (2) to find out the contexts underlying in the *Durex* advertisements, and (3) to seek out the communicative functions of *Durex* advertisements. In analyzing the types of linguistic features, the researcher employed the theory of advertising language proposed by Myers (1994). He divides the types of linguistic feature into nine: repetition; alliteration; assonance; rhyme, sentence

types; statement; command; exclamation; question, sentence structures; ellipsis; parallelism, puns; polysemy; homonymy, pronoun, metaphor, metonymy, synecdoche, and simile. Meanwhile, in analyzing the advertising contexts, the researcher applied the theory of advertising contexts proposed by Cook (1992). He divides the advertising contexts into eight: substances, music and pictures, paralanguage, situation, co-text, inter-text, participants, and function.

In advertisement, there is more than one of the aspects above working together to form the context in which the text production takes place. In semiotic fields, the different aspects create the context. It generates the meaning to perform a persuasive function together with the linguistic signs. The way audience construct the meaning of an advertisement is based on their semiotic knowledge of images and signs. According to Danesi (2004: 3), semiotics can be simply defined as the study of signs and the use of their representation. According to Saussure via Danesi (2004: 24), a sign consists of two entities which cannot be separated. They are signifier and signified. Signifier represents its form (words, sounds, and images). Meanwhile, signified represents the idea the sign expresses (mental concept). The relationship between the signifier and the signified is called *signification*. For instance, the word *dog* is a signifier. On the other hand,

dog is a four legged and hairy animal which likes to bark is signified.

The term *signification* has a specific meaning in semiotics. Essentially, signification is what happens in people's mind when they use or interpret a sign. The process of *signification* unfolds in two ways. They are known as denotation and connotation (Danesi, 2004: 12). Denotation is the literal or obvious meaning of a sign. Denotation is what dictionary attempts to provide. It can be called the first-order signifying system. In the contrary, connotation refers to the socio-cultural and personal association of the sign. These are typically related to the interpreter's age, class, gender, ethnicity, and so on. It can be called the second-order signifying systems (Chandler, 2007: 137-138). For example, dog is a common animal with four legs, especially kept by people as a pet or to hunt or guard things (first-order). On the other hand, dog connotes (second-order) feeling of loyalty and companionship. The connotation is the cultural meanings associated with the sign. Semiotics suggests that a culture is made up of signs. These signs can connote or denote certain message through culturally shared understanding (Clarke et al. 2007).

Sign is considered as the fundamental concept of semiotics. Sign allows human to refer things and ideas, even though they might not be physically present for human

senses to perceive. In semiotic sense, signs take in the form of words, images, sounds, gestures, eye contact, facial expressions, and objects.

In conclusion, semiotics is a useful tool in helping people to analyze the imagery used in advertisement. Semiotics assists people to understand information or meaning which not contained in the world around them. It studies the way meanings are made and how reality is represented.

Furthermore, in analyzing the communicative function, the researcher used a theory of advertising proposed by Wells et al (2006). They divide the communicative function of advertising into four: (1) building awareness of products and brands, (2) providing brands and product information, and (3) creating a brand image, and (4) persuading people and providing incentive to take action.

Discourse analysis appears as the appropriate approach to reveal the communicative functions behind the use of those linguistic features and the contexts employed in the *Durex* advertisements. Discourse analysis is one of the linguistics branches focusing on how people use language in texts and contexts. Brown and Yule (1983: 1) simply define discourse analysis as the analysis of language in use. The discourse analyst is committed to an investigation of what language is used for. It

also has an interest in the contexts and cultural influences which affect language in use. Thus, discourse analysis is fundamentally deal with the relationship between language and the contexts of its use. Furthermore, Cook (1992: 1) states that discourse analysis views language and context holistically. Although the main focus of discourse analysis is on language, it is not deal with language alone. It also examines the contexts of communication. Cook (1992: 2) views advertising as a type of discourse. Therefore, the researcher conducts discourse analysis study of *Durex* advertisements since advertising can be seen as a type of discourse.

RESEARCH METHOD

This research applied a combination of qualitative and quantitative method. This research used quantitative data to present the number of the percentage of occurrences of each linguistic feature. Vanderstoep and Johnston (2009: 7) states quantitative research concerns with statistical assignment in certain phenomenon of the study. Furthermore, since the objectives were to describe the types of linguistic feature; the contexts of advertising; and the communicative functions of advertising, this research was included as qualitative research. Qualitative method is a research procedure which presents the descriptive data in the form of written or oral data from the subjects

of research being observed (Bodgan and Biklen, 1982: 39-48). The data of this research were taken from *Durex* advertisements.

The primary sources of this research were *Durex* advertisements taken from *Youtube*. The researcher took only seven advertisements based on their popularity or number of viewers. The data of this research were in the form of words, phrases, clauses, and sentences. The contexts were the texts of *Durex* advertisements. The primary instrument was the researcher herself. The secondary instrument was data sheets which were used to collect of linguistic features and advertising contexts from the sources.

The researcher took some steps during the data collection: downloading the *Durex* advertisements, watching the *Durex* advertisements for several times, noting the texts appearing on the advertisements, making data sheets, and categorizing the raw data into the sheets. The first step was watching the advertisements to understand the plot of the advertisements. After the researcher understood the content of the advertisements, it was re-watched to identify the words, phrases, and sentences which contain the linguistic features, and determine the contexts of the advertisements. Categorizing the raw data into the data sheet was the final step of the data collection.

In the research, content analysis was used in the analysis of data. In addition, to achieve trustworthiness, triangulation was used to establish the reliability of data and to ensure the findings.

FINDINGS AND DISCUSSION

This research reveals 33 data of linguistic features employed by Durex. The most often occurring type is ellipsis. Statement is in the second rank with seven occurrences. Command is in the third rank with five occurrences. Rhyme and pronoun are in the fourth rank with three occurrences. Meanwhile, the least occurring types are alliteration, assonance, and parallelism. The use of these types of linguistic features is only by chance since there are only two occurrences of alliteration and assonance, and one occurrence of parallelism found in Durex advertisements. Exclamation, question, puns, metonymy, metaphor, simile, and synecdoche are not employed by Durex. Meanwhile, all types of advertising context can be identified in Durex advertisements. Furthermore, Durex fulfills four communicative functions of advertisement.

1. Linguistic Features applied by Durex.

a. Alliteration

The example of alliteration employed in Durex advertisements can be seen below.

- (1) **S**peeds **h**er up **s**lows **h**im down
 /s/ /h/ /s/ /h/
 (5/M-00:38/D-8b/A1)

The phrase above is the taglines of Durex Synchronizing Pleasure version. The advertisement shows two turntables: pink vinyl and blue vinyl. Each vinyl plays Marvin Gaye's *Let's Get It On* at different speeds. Pink vinyl plays slower than the blue does. The DJ makes the pink vinyl faster and the blue one slower. The turntables become synchronized with each other and play the track coherently. Then, the taglines "speeds her up" appear in the pink vinyl and "slows him down" in the blue one.

Alliteration is performed by the repetition of initial consonant /s/ and /h/. The initial consonant /s/ is repeated as in the words *speeds* /spi:dz/ and *slows* /sləʊz/. Meanwhile, the initial consonant /h/ is repeated as in the words *her* /hɜ:r/ and *his* /hɪz/. Alliteration reinforces the meaning contained in those words. The reinforcement on those words stresses the intention of the advertisement. Durex introduces their new product which its quality described as "speeds her up slows him down". This variant is designed to give mutual climax for maximum satisfaction.

Alliteration is used in advertising language in order to emphasis a phrase or group of words. Alliteration not only portrays

sound and engages a person's auditory sense. Also, it stresses words to provide mood and greater insight to an advertiser's words. One way in which alliteration do this is through the visual look of the words. A group of words started with the same letter is noticeable. It stands out against the rest of the text. Alliteration allows the advertiser to place important ideas and messages in strategic position throughout the writing. Furthermore, alliteration is used to emphasis or to make sentences more pleasing to ear, catchy, and memorable. Thus, alliteration can be considered as powerful tool which help customers remember a certain company and its product.

b. Assonance

The example of assonance employed in Durex advertisements is presented below.

(2) Turn Off To Turn On
 /tʒ:n/ /ɒf/ /tʒ:n/ /ɒn/
 (1/M-01:27/D-1b/As)

The linguistic feature used in the phrase above is assonance. Assonance is performed by the repetition of vowel sound /ɜ:/ and /ɒ/ throughout the phrase. The vowel sound /ɜ:/ is repeated as in the word *turn* /tʒ:n/. Meanwhile, the vowel sound /ɒ/ is repeated as in the words *off* /ɒf/ and *on* /ɒn/. Therefore, the phrase above can be classified as assonance. Assonance stresses the meaning implied in those words. The stressing on the tagline highlights the purpose of the whole advertisement. Durex encourages people to

switch off the gadgets, computers, and lights. Since Durex is a global condom manufacturer, they suggest the audience spending the time during Earth Hour to have a pleasant intercourse or quality time with their partner.

Assonance can emphasize a topic. It also makes sentence easier to learn. It is useful in advertising as it sticks in the audience's minds. Assonance creates internal rhyme. It makes the words more memorable. Furthermore, assonance is a method of achieving emphasis and coherence in a short of text.

c. Rhyme

Rhyme applied in Durex advertisements is presented below.

(3) Durex Performax Prolong Climax
 your
 /pə'fɔ:mæks/ /'klaɪ.mæks/

(4/M-01:47/D-7a/Rh)

The linguistic feature applied in the slogan above is rhyme. Rhyme is performed by the repetition of same ending sound /æ/ as in the words *Performax* /pə'fɔ:mæks/ and *climax* /'klaɪ.mæks/. Rhyme makes the tagline easy to remember. Furthermore, rhyme emphasizes the intention contained in those words. The emphasis on those words accentuates the qualities or the benefits the product. Durex Performax is a condom designed to give long lasting climax effect for both partners.

In brief, rhyme makes sentence appear more striking. It also makes easier to

remember as it resonates in one's minds. It makes some aspects of the text work more memorable. It also conveys a sense of harmony and beauty to audience.

d. Statement

The evidence of statement applied in Durex advertisements can be seen below.

(4) Durex RealFeel. Our first condom with the real feeling of skin on skin.

(2/M-00:25/D-3a/S)

The clause above appears in Durex RealFeel version. This advertisement presents an animated black and white couple transform into real people when they pick up a pack of Durex RealFeel condom. They seem to have an intercourse. The linguistic feature applied in the clause as is statement. Statement applied in the clauses emphasizes the meaning contained in those words. From the given context, the readers know that Durex launches a new variant of condom namely Durex RealFeel. Durex briefly provides the information about the advantage of Durex RealFeel. This product offers the skin on skin feeling sensation for their consumers.

Statement is used for explain or describe information related to the advertised product. Statement provides the reader with enormous amount of information in a short sentence. In advertising language, complex sentences are not often used because of their obscurity and trickiness. Therefore, statement is more

efficient to grab the audience's attention to the advertised product.

e. Command

The example of command applied in Durex advertisements can be seen below.

(5) Enjoy Earth Hour March 29 8:30-09:30 P.M.

(1/M-01:28/D-2a/C)

The clause above is found in Durex Earth Hour version. Durex issues a global wake up call to couples in 2014 with *#TurnOffToTurnOn* campaign. It is an integrated campaign released in association with WWF's Earth Hour. The online commercial shows couples whose relationships are diminished by technological addiction. They all become distracted by the lure of the gadgets. Command is the linguistic feature employed in the phrase above. It is indicated by the word *enjoy*. The word *enjoy* is categorized as a verb. It means to get pleasure from something. Therefore, it can be classified as command. Durex encourages and persuades the audience to obey Durex's intention which presented in the command above. This campaign is designed to bring attention to Earth Hour on March 29, 2014. The campaign commands people to turn off non-essential electronics at 8:30-9:30 P.M. as a token of their commitment to the environment. As well as promoting, Durex also suggests a possible action to support this event. Due to Durex is a global condom manufacturer, Durex implies that the

audience can use the time for a safe loving intercourse with their partner. In other words, the main intention of Durex is to promote their condom.

The final aim of advertising is to arouse the consumers' desire and make them consume the advertised product. Therefore, imperative sentences which usually used for giving orders are extensively used. In conclusion, command creates a strong effect to the consumers. It provokes or invites consumers to buy the advertised product. Those imperative are used to do something related to the marketing purpose of the company.

f. Ellipsis

The evidence of ellipsis applied in Durex advertisements can be seen below.

(6) Durex Performa. The delay condom

(6/M-00:40/D-14b/EI)

The above clause occurs in Durex Snail version. Durex promotes the Performa condom with a TV advertisement featuring a snail-shaped condom slowly making its way across the screen. The advertisement ends with a tagline “*Durex Perfoma. The delay condom*”.

The linguistic feature employed in the clause above is ellipsis. Based on the analysis, the verb (is) in the clause as is omitted. The advertiser divides the sentence into two clauses. The complete sentence might be “Durex Performax is the delay

condom”. Ellipsis applied in the clause emphasizes the purpose of the whole commercial. The emphasis on the clause highlights the benefits of the condom. Durex Performa is a condom that contains a special lube namely Benzocaine inside the sheath. It helps delaying climax and prolonging the duration of the sexual activity. Durex needs to communicate this benefit in a simple and memorable way.

g. Parallelism

The evidence of parallelism employed in Durex advertisements can be seen below.

(7) Speeds her up slows him down

(5/M-01:01/D-15b/EI)

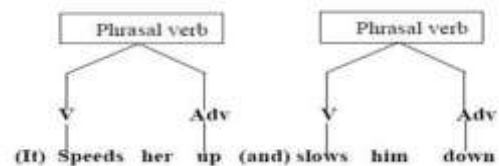


Figure 1. The Phrasal Verb Structure Applied in Durex Advertisements

The linguistic feature applied in the phrase above is parallelism. Parallelism is performed by the phrasal verb “speeds up” and “slows down”. Therefore, it can be categorized as parallelism. Parallelism highlights the purpose contained in those words. The emphasis on those words accentuates the purpose of the whole advertisement. Durex introduces their new variant product which its benefit described as “speeds her up slows him downs”. Durex

Performax Intense condom is designed to enhance sexual pleasure by encouraging mutual climax. The Performax Intense contains a special lubricant to delay man's climax. Furthermore, it has ribs and dots texture that provide extra stimulation to speed up woman's orgasm.

Parallelism gives emphasis and prominence to those words. It keeps the coherence of the phrase. The use of parallelism is only by chance since there is only one occurrence of parallelism found in Durex advertisements.

h. Pronoun

The example of pronoun applied in Durex advertisement is illustrated below.

(8) Durex. Protect yourself.
(7/M-01:01/D-15c/Pro)

The clause presented above illustrates the use of pronoun. It appears in Durex Protection version. The advertisement features four fathers who end up being hit on their genital organ. The advertisement ends with a tagline saying "Durex. Protects yourself".

The use of pronoun is indicated by the pronoun *yourself*. From the given context, the pronoun *yourself* refers to target market of this product, particularly the male consumers. Pronoun applied in the clause emphasizes the meaning contained in those words. The emphasis on those words highlights the purpose of the advertisement. Durex tries to build a personal intimacy atmosphere to their

consumers. Advertisement which goes like talking with friends closely links the advertisement with the audience. The audience will easily accept a product, service, or idea as if good friends recommend it.

In conclusion, the use of pronoun tends to shorten the distance between the producer and the consumer. The use of personal pronoun helps to create a friend-like intimacy atmosphere. It helps to narrow the gap between the advertiser and the audience. It can be used to move and to persuade the audience. It makes sincere promises and honest recommendation.

i. Exclamation, question, puns, metaphor, simile synecdoche, and metonymy

Based on the findings, exclamation, question, puns, metaphor, metonymy, simile, and synecdoche are not employed by Durex. Exclamation and question are not employed by Durex in its advertisements. The ignorance towards punctuation marks could be the reason for the absence of exclamation and question. In addition, the writer concludes that the advertiser does not want to create any ambiguous meaning in its advertisements. Every sentence is clearly stated without more than one cognitive meaning. The advertisements are supported by the provided visual display in order to make the audience understand the intended message in the advertisements. Durex does not let the audience think twice about what is

said in the advertisements in order to make them easier to be remembered. Thus, puns, metaphor, metonymy, simile, and synecdoche are not found in Durex advertisements.

2. Advertising Contexts of Durex advertisements.

Based on the analysis, all the types of advertising contexts can be identified in Durex advertisements.

a. Substances

In Durex Earth Hour version, the talents are nine different couples. Meanwhile, the props that can be identified such as gadget, bed, table, chair, sofa, lamp, plate, glass, jewellery, a bowl of popcorn, a limo, and a set of TV.

b. Music and Pictures

This commercial shows a number of couples doing their daily activities such as eating, watching television, and hanging out. Yet, they all are busy with their gadgets. Eventually, all couple reunites and switches off their gadgets and devices that seem taking their lives. This commercial ends with the tagline *#TurnOffToTurnOn* followed by an advert for Earth Hour on March 29, 2014 at 8:30-09:30 P.M. Durex comes up with a perfectly planned strategy prior to Earth Hour which will be held on Saturday March 29th at 8:30 to 9:30 P.M. Durex tries to whip everyone up to spend the hour at 8:30 to 9:30 P.M. in bed without any lights on including

those that come from the screen of devices. Earth Hour is a perfect campaign that suitable to get across that message. It provides the opportunity for couples to reconnecting with their partner while the lights are off. By associating with Earth Hour, this brand gives people a sure shot reason to have more sex. The pop song entitled *I Can't Help Myself (Sugar Pie Honey Bunch)* sang by Fiona O'Kane, a Northern Irish singer becomes the soundtrack of this advertisement.

c. Paralanguage

All the gestures and facial expressions show ignorance. The couples are too obsessed with smart-phones, tablets, and other devices. This means people forget to pursue or appreciate the precious moment in life such as taking a walk with their partner without having the need to texting, checking *facebook*, or uploading picture. In addition, this part shows that there is an absence of sexual interaction. The technology pushes them apart. The truth is people need to realize that these online social network sites and gadgets are ruining their quality time. They neglect beautiful moment they can have together.

Moreover, physical touch and intimacy are extremely important for the connection of feeling in people's relationship. Kissing and hugging becomes the trademark of romance in many parts of the world. Kiss is a symbol of how sexual and passionate a couple is.

Hugging might be the most widespread way of showing that people care. In addition, the way all the endorser dressed reflects most adolescent's style of dressing. Most adolescent likes wearing casual clothes instead of formal ones.

Based on the typeface, the closest font used for Durex's logo is white Century Gothic. White is neutral. It is associated with purity, goodness, cleanliness, and chastity. In addition, blue is the dominant color used. It is often associated with the coolness of the sea and sky. It may stimulate feeling of trust, security, order, and cleanliness. Blue also represents the theme of this advertisement, "a global wake up from Durex" since the dominant color of earth is blue and white. In addition, the writing of symbol 'off' in the word 'off' indicates certain meaning. The symbol of "off" emphasizes that Durex suggests people to participate in the Earth Hour by turning off all kind of devices and unnecessary lights.

d. Situation

Durex Earth Hour version sets in evening and dark time. Evening and dark time is used to indicate the time during Earth Hour is going on. It explains the action of turning the lights off. It takes place both indoor and outdoor. This advertisement takes place in several locations.

e. Co-text

The co-text is Durex #TurnOffToTurnOn Enjoy earth hour March 29th 8:30-9:30 P.M.

f. Inter-text

Durex Earth Hour version is clearly associated with Earth Hour event. Earth Hour is a global WWF climate change initiative. It is an event aims to create awareness of people taking responsibility towards a sustainable future by turning the lights off about an hour.

g. Participants

Participants of advertising discourse are described as senders, addressers, addressees, and receivers. The sender of the advertisement is Reckit Benckiser. Furthermore, the addressers are nine different couples. Meanwhile, the receiver of the advertisement can be anyone who watches the advertisement. Furthermore, the addressees are young adults who are sexually active, and the secondary target is young adults in the age of 18-34 years old.

h. Function

The main function of these advertisements is to support the marketing activity of Durex, especially related to its new products.

3. Communicative functions of Durex advertisements.

In general, advertisement performs four general communicative functions. Overall, the analyzed Durex advertisements fulfill all

those communicative functions. Each is explained below.

a. Building awareness of products and brands

Advertising initially makes an impression to people. The impression results in awareness. In other words, the consumer recognizes the products or brands. Repetition is applied to make them memorable. It is the technique used in advertisement to enhance memory. Advertisement may attract audience's attention by unexpected parallelism in sounds (not just spelling), especially repetition of consonant (alliteration). Alliteration, assonance, and rhyme are able to enhance recall in advertisement. They can be used as a mnemonic device. This mnemonic device is a gimmick used in advertisement to dramatize the product benefit and make it memorable. The continuous repetition of slogans, brands, and product names contributes to the recall of a certain product. Repetition makes the brand and its product easier to be memorized and to be understood. It also stays longer in the audience's mind. Thus, audience is aware that a certain brand or product is available.

b. Creating a brand image

A brand image is simply an impression of the brand developed over a period of time in the audience's mindset. A brand image is developed over time through

advertising campaigns with a consistent theme. DUREX stands for **D**urability, **R**eliability, and **E**xcellence. Based on the seven analyzed advertisements, Durex claims to be a fun, romantic, sensual, exciting, and exhilarating experience brand. Durex moves forward with its vision to become the world's number one authority on sexual wellbeing. Durex comes with many variants of condoms. Each condom offers different benefit and effect for its user. Condom has had a negative connotation because of the unwanted pregnancy and STDs. Recently, Durex changes the whole meaning of using condom. Durex intentionally produces many variant of condoms to inspire people having better sex.

Furthermore, Durex introduces a new brand signature to mark a shift in strategy from protection and prevention brand to a stronger emotional brand. Durex hopes that the new "Love sex. Durex" brand signature will shift perception of the brand by driving associations with sexual emotion. Hence, Durex stresses on brand images of health sex initiatives, free and enjoyable life, the search for love and happiness, and responsibility in relationship.

c. Providing product and brand information

Advertising provides information about products and brands. Usually, the information includes the facts about product

performances and features such as size, price, construction, benefit, and design. Information in advertisement is formed by statements. Statement purposes to give information about the brand and its product to the readers. In providing the information related to the brand and its product, advertiser commonly uses ellipsis and parallelism. Ellipsis and parallelism can be used to avoid redundancy and to give prominence to a message.

Moreover, ellipsis and parallelism help the audience to catch the main point of advertisement. Ellipsis and parallelism make the sentence short and concise. It emphasizes the keywords and avoids redundancy. Thus, it becomes quite effective in getting messages across the readers.

d. Persuading people and providing incentive to take an action

Persuasion is the conscious intent of advertising to influence or motivate audience to believe or do something. Advertising attempts to develop and change behavior. Behavior is the action response toward advertising. It can involve a number of actions such as trying or buying a product. Command or imperative performs the persuasive effect to the readers. The reader is unconsciously motivated or persuaded to obey the writer's intention presented in an order. The chief function of imperative is to appeal to anyone who reads it. It aims to

change the consumer's habit from one product to another. Furthermore, the use of personal pronoun helps to create a friend-like intimacy atmosphere to move and persuade the audience. It helps to narrow the gap between the advertiser and the audience. It makes sincere promises and honest recommendation. The audience will easily accept products, services, and idea as if a good friend recommends them.

In conclusion, all the imperatives and pronouns used by Durex persuade the readers to buy the advertised product. Imperative creates a strong effect to the consumers. The use of imperative is to provoke or to invite consumers to buy their product.

Conclusion

In reference to the data analysis, ellipsis is the most often occurring type of linguistic feature. Durex wants to provide the information of its product in brief explanation. Moreover, ellipsis makes the sentence short and concise. Complex sentence confuse the readers to catch the main point of the advertisement. Therefore, ellipsis becomes an effective way in getting messages across the readers. Moreover, contexts take an important role in advertising. The contexts of advertisement determine the way audiences will perceive the messages. It helps audiences to interpret the meaning of the advertisement. Durex fulfills all the four communicative functions of advertisement. It

implies that all forms of advertising deliver messages to consumers. Advertising allows people to know the new product, to make impression on consumer's mind, to maintain positive attitudes toward the brand, to form a strong motivation to take an action, and to establish a strong brand loyalty for repeated purchases.

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